

PROJECT FM

Main Problems

Engineering:

Legal Q. Who will be F.C.C. Engineer?

A. A station member or any Electrical Engineering Professor or the Electrical Engineering Department as a whole.

Q. How and when (money) can we rebuild our studios to FM specifications?

A. As soon as we are granted a go ahead from the University.

Q. Where can we locate our transmitter?

A. In the Bethlehem Steel Research Center.

Q. Are we interfering with any other station?

A. No.

General

Q. Will we always have a reservoir of trained people to maintain and operate the very complicated and highly technical Engineering aspects of an FM station?

A. With our new training program and our fine heritage, this should be a non-existent problem.

Technical

Q. 1. Should we use microwave transfer from transmitter to station?

Q. 2. Does the basic design of our present facilities need renovation?

Q. 3. Should we buy or build?

(Unanswered as of yet.)

Programming

Legal Q. Do we have something new to offer the public that no other station has?

A. Yes, no other station in the Lehigh Valley programs good Jazz or Educational Lectures.

Q. What is the nature of our programming?

A. Briefly, Jazz nightly, with classical and pops (orchestra and instrumental) during early evening. Lectures will be frequent, much like WLR-690 is now.

Q. What is our "spot" or commercial policy?

A. Commercials showing good taste and not interfering with the University policy will be aired according to the N.A.B. code.

Q. Should we affiliate with a network?

A. At the onset, we believe not. WQXR is a likely choice, but we feel this is something to be taken up at a later date. Both for legal and technical reasons, this is not feasible at the present time.

Q. How many hours will we transmit?

A. Eight hours nightly are planned.

Monday - Friday 4p.m. to 12p.m.

Saturday and Sunday Noon to Midnight

Moral Q. Are our programs of value?

A. We believe so. There is no cultural outlet in the Valley that has such a varied program.

Q. Will they be done well?

A. We believe so, but you will have to decide.

Q. Do we have an adequate staff to attempt this program venture?

A. Yes, we have 110 active and 40 reserves at WLR-WLRN now. This is more than any other college station in the East. (Based on CBA studies) We have a well trained organization and a good program for training.

Q. Are we answering any specific programming need?

A. Yes, the need of sports fans that follow Lehigh. Those who enjoy Jazz and who want to hear honest opinions of men who know what they are talking about.

Commercial vs Non-Commercial

Non-Commercial

1. Programming will be regulated by time buyers.
2. We will become rating conscious, not program conscious.
3. Unwanted ads which do not represent the University image (i.e. beer and others) will be aired for monetary reasons.
4. Political pressure from area stations.

Commercial

1. Commercial Radio allows for a more self-supporting station.
2. It allows for expansion and short range goals which can be reached through ad drives.
3. Professional Radio helps train people interested in the business fields of radio (i.e. selling marketing, public relations, and others).
4. Professional Radio broadens the experience of the station members.
5. We feel that a degree of regulation can cure all the falacies of a commercial license, and that one should be applied for, even if the station does not air commercials.

Raising of Money

	<u>Minimum</u>	<u>Good</u>
	\$13,649	\$19,849.50
WLRN provides out of its funds	2,000 <u>to</u> 3,000	2,000 <u>to</u> 3,000
Loan from University	10,649	16,849.50
Payment 10 years out of revenues	1,000 per year	1,600 per year
Estimated Revenues	3,500	4,100
Estimated Costs	2,500	2,500

Existing AM operations, as far as finance, will remain as they are (\$1,800 from Student Activities - \$700 from Ads). Cost are to be roughly equal to \$2,500, with expenses referred to FM outlet.

If we obtain an Educational License consider all figures to be grants and continued allocation equal to \$5,000 per year.

Financial Costs

Transmitter	\$4,095.00
Antenna	614.50
Frequency and Modulation Monitor	1,550.00
Studio Equipment	6,000.00
Remote Control Equipment	<u>1,390.00</u>
Minimum Total	\$13,649.50

Other Costs

Expanded library of Tape and Records	500.00
Engineering Extras	
Remote Equipment	300.00
Parts backlog	200.00
Tape Control System	200.00
Rewiring System	<u>1,000.00</u>
Total	\$1,700.00

Programming Extras

Automatic Tape Cartridge units for "spots" and programs	<u>1,000.00</u>
Total	\$16,849.50

Cost of Increase in Power	<u>3,000.00</u>
Proable Cost of Excellent Facilities	<u>\$19,849.50</u>

Other Problems ---

How far should we transmit?

What controls should be put on the station by the University? Such as: commercials, programming, management.

Should the school have a full time person in charge of the Radio?

What department should we fall under?